

LOYOLA MARYMOUNT UNIVERSITY
POLICIES AND PROCEDURES

DIVISION: DIVISION: University Relations / The Office of Marketing & Communications
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SUBJECT: Photography Resources

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I. STATEMENT OF POLICY

Loyola Marymount University uses photography as a strategic visual communications tool. Therefore, the university provides internal and external resources to produce professional photography for its online and print publications. The guidelines set forth in this policy have been established to ensure the alignment of photography resources with institutional goals and objectives.

II. DEFINITIONS

- A. **University photography** is defined as all images that are captured in the conduct of university business. This includes all photography that is generated by internal staff resources, contract photographers and/or any other photography that appears in the university’s internal and/or external publications.
- B. **Strategic Photography** is defined as images that are captured for inclusion in publications with the goal of increasing or enhancing the university’s external visibility, visual identity, marketing and/or recruitment efforts. The university’s primary publications include those with the broadest reach to external target audiences:
 - 1. LMU.edu (home page, second tier pages and strategically identified microsites)
 - 2. External advertising in regional and national markets as directed by Communications + Government Relations
 - 3. LMU Magazine
 - 4. University-wide and college newsletters
 - 5. Studio headshots of faculty, staff and students for university business purposes
- C. **Documentary Photography** is defined as images that are captured for inclusion in university publications not explicitly defined above and/or intended for limited publication and/or distribution. Typically, documentary photography includes functions, events and courtesy images.

III. POLICIES/PROCEDURES

- A. The university provides internal staff resources on a priority basis to capture and produce strategic photography.
- B. The university provides resources to capture documentary photography through the hire of its pre-approved external contract photographers. After an initial consultation with Marketing and Communications staff, departments are responsible for all coordination and costs incurred by the use of external resources. Alternatively and subject to availability, university departments may borrow a digital camera from the University Photographer to capture documentary photography.
- C. For further information regarding photography rights and usage, the rights and responsibilities of contract photographers, photographed subjects and the university, see the Photography Rights + Usage Policy.
- D. The university can only consider, process and provide resources for photography requests in which the intended outcome and/or publication is defined. Marketing and Communications confirms all publication photography requests with the appropriate publications manager.
- E. The university produces photography in digital format and delivers electronic files online through LMU NetPix. The university does not maintain a photographic processing/development facility nor does it provide photo finishing services.

REVIEWED/APPROVED BY THE UNIVERSITY POLICY COMMITTEE – N/A. Grandfathered